

C.G. Gunther's Sons

84th Winter Season.



Imperial Crown Russian
Sables (reliable for quality
and natural color.)
And finest Hudson Bay Sa-
bles made into the latest
Aplati muffs
and Boas
at moderate prices.

184 FIFTH AVENUE,
At Twenty-third Street.

JAMES McCREERY & CO.

Fans and Fancy Goods.
Opera Glass and Handker-
chief Bags, made of the
latest Pompadour silks.
2.75 and 3.75 each.
500 Empire Feather Fans,
mounted on imitation tor-
toiseshell sticks.
Various colors. Attractive
for souvenirs or favors.
50c each.
value 1.00

Paris novelty Empire fans,
—spangled and hand-
painted,—mounted on bone
or pearl sticks.

Twenty-third Street.

JAMES McCREERY & CO.

Ladies' Coats.
Black Cheviot, Zibeline or
Kersey Coats. With or
without cape. Half length,
semi-fitting.
Lined with satin.

14.50
Black Broadcloth and tan
covert cloth jackets. Close
fitting. Various lengths.
18.50 and 22.50.

Twenty-third Street.

JAMES McCREERY & CO.

Sale of Corsets.
Straight front model with
dip hip.
Supporters attached.
Sizes 18 to 30 inches.
Odd Corsets included.

1.25
value 1.75 to 2.50

High grade imported black
corsets. Various models.
Sizes 18 to 36 inches.

3.50 and 6.50
formerly 4.75 to 12.00

Twenty-third Street.

F. Booss & Bro.

FINE FURS.

Special Offerings

FOR

HORSE SHOW

Prices will be from 25% to
50% below regular
market values.

449 Broadway,
Between Grand & Howard Streets.

Stern Brothers

are now showing, on the Second Floor,
in the New Annex to their

Women's Costume Department

a large assortment of
Street and Evening Gowns
in all the newest materials

For Present and Winter Wear

Special Sales, To-morrow
in the following departments

Cloak Departments

TAILORED CLOTH COATS
with skirted blouse, stitched
seams, or cape effect, \$17.50, 23.50, 29.50

RAIN-PROOF CLOTH COATS
of tan, olive, Oxford
and English Mixtures, \$13.50, 19.75, 26.50

Additional lines of high-cost

French Dress Fabrics

at

Greatly Reduced Prices

Canvas Boutonne, Scotch Cheviots and Home-
spuns in the newest effects, Zibelines in self
colors, checks, stripes and fancy tufted designs,
Formerly \$2.45 to \$4.00 yd. \$1.25

Women's Hats For Evening Wear

Made of Velvet, Silk Plush
and Chiffon, untrimmed,
First Floor. \$2.45, 2.95, 3.75

Vellum Writing Paper

Superfine quality. Put up in boxes containing 120 sheets
with 100 envelopes, square shape with long envelopes,
Value 90c Box 68c

Leather Goods

HAND BAGS, in the most stylish shapes and leathers.
CARD CASES AND POCKET BOOKS with rich mountings of gold,
SEWING BOXES, DESK PADS AND FOLIOS,
TRAVELLING BAGS, with and without toilet fittings

Special Values, To-morrow

HAND BAGS, of morocco leather, in black, blue,
green and red, fitted with purse and card case, \$2.95
THE NEW LEATHER CRUSH BELT, \$1.60

ENTIRELY NEW DECORATIONS IN

Rich French China

Bread & Butter Plates, Doz., \$3.25, 5.50, 7.25
Tea Cups and Saucers, Doz., \$5.95, 8.75, 12.50
Entree Plates, Doz., \$7.25, 10.25, 16.75
Chocolate Cups and Saucers, Doz., \$6.50, 12.50, 15.25
Course Plates, Doz., \$9.25, 11.75, 22.00
Chocolate Pots, \$2.75, \$3.95, 6.95

Rich English Plates, Cups and Saucers

From Minton's, Copeland's and Crown Derby Factories,
At Decided Reductions from Former Prices
Third Floor.

Girls' & Misses' Apparel.

GIRLS' LONG CLOAKS, heavy all wool melton,
top cape, trimmed with rows of braid and buttons,
leather belt, 6 to 14 yrs., Value \$12.50 \$8.90

CHILDREN'S COATS, several neat styles with
cap, of cloth, velvet and corduroy, 2 to 6 yrs., \$4.95

MISSSES' SUITS, of mixed zibelines and fancy
mixtures, long coat, blouse effect, 14 and 16 yrs., \$23.50, 25.00

MISSSES' SILK WAISTS of Peau de Sole and Peau de
Cygne, black, white and pastel shades, 14 and 16 yrs., \$3.95, 4.95
Value \$4.95 to \$7.50

Upholstery Dep't Third Floor

TAPESTRIES & HANGINGS AT SPECIAL PRICES

SILK & COTTON TAPESTRIES, 50 in. wide,
Formerly \$3.25 and \$3.75 yd. \$1.95, 2.50

SILK BROCHES, 50 in. wide,
Formerly \$5.75 and \$6.75 yd. \$2.75, 4.75

IMPORTED TAPESTRY CURTAINS,
Formerly \$6.75 and \$8.50 Pr. \$5.25, 6.75

IMPORTED COUCH COVERS,
Formerly \$8.50 and \$12.25 \$6.75, 9.75

Reduction Sale of

Lace Curtains & Stores

IRISH POINT CURTAINS, \$2.95, 4.50, 8.00
Formerly \$3.95, 6.75 and 12.00 Pr.

RENAISSANCE CURTAINS, \$3.25, 4.95, 6.25
Formerly \$4.95, 7.50 and 8.75 Pr.

POINT ARABE CURTAINS, \$6.25, 8.50, 9.25
Formerly \$8.75, 12.50 and 13.75 Pr.

STORES BONNE FEMME, Each \$5.50, 8.00
Formerly \$9.00 and 12.50.

West Twenty-third Street.

Ehrich Bros.

6TH AVE., 22d and 23d STS., NEW YORK.

Our Guarantee—the strongest ever issued.

Some stores sometimes offer sin-
gle articles at low prices in order
to attract trade for other goods; others
advertise at times, claiming
to sell cheaper than their competitors.

Now we GUARANTEE to sell as low if not lower than any
store in New York, and we hold ourselves ready to instantly re-
fund any differences (or the entire purchase price if desired) in
case we are shown to be undersold.

Challenge Floor Rugs

which, taken in conjunction with Our Challenge Of-
ferings in other departments, will bring the people here
from every point of the compass. Hints:

Axminster and Brussels Rugs.

An overflow direct from the Manufactur-
ers to the Consumer—

AT 11.75 12x9 Tapestry Brussels Rugs, Sanford's make, "Double Extra;" they are suit-
able for parlors, library and din-
ing-rooms—regular value \$17.50,
and worth every cent of that
price.

AT 19.00 12x9 Alex Smith
& Sons Axminster
Rugs, Turk-
ish, Persian, Oriental and floral
designs—one of the best and
most suitable parlor and library
rugs—regular values from \$30.00
to \$35.00.

Challenge Offers in the Very Best
All Smyrna Carpet Rugs.

Patterns in the following styles: Camel's Hair, Broche, light colorings,
red ground; wreath centre, rich shadings. Empire design; dark,
rich, green ground; all over set figures. Oriental; bright red ground;
medallion; green ground; wreath centre. Oriental; medallion;
shaded green ground, &c., &c.

Now the Prices and the Values.

AT 9.89 9 feet x 6 feet;
regular values
\$15.00.

AT 14.33 10½ feet x 7½ feet;
regular values
\$22.50.

AT 18.00 12 feet x 9 feet;
regular values
\$30.00.

Floor Rugs in Other Sizes.

3.49 for 36 x 72 Imperial
Smyrna Rugs, W. & J.
Sloane make, in rich
and elegant designs and modern
colorings; value \$4.50.

5.75 for 6x9 feet Moravian
Smyrna Rugs, hand
made, reversible; value
\$8.00.

9.75 for 9x12 feet Moravian
Smyrna Carpets, hand
made, reversible; value
\$15.00.

7.98 for 6x9 feet Brussels
Rugs, fine quality;
value \$12.00.

21.49 for 9x12 feet Biege-
low's best Body
Brussels floor Rugs
—choice patterns; value \$27.50.

Carpets—At Challenge Prices.

47c a yard for Tapestry
Brussels Carpet, choice
designs and colorings;
value 65c.

69c a yard for all-wool Vel-
vet Carpets, W. & J.
Sloane make; value \$1.00
a yard.

Challenge Prices on
Best Quality Floor Oilcloth.

Extra Heavy ½ Price. Extra Heavy
500 rolls of 4-4, 5-4, 6-4 and 8-4 widths, which means thousands of
yards.

At 25c. yd. At 30c. yd. At 35c. yd.
the 60c. quality. the 60c. quality. the 75c. quality.

Limited Quantity to Each Customer.

Startling Challenge Values in
Mattresses, Bed Springs and Beds.

A good 40-lb. Hair Mattress, one
or two parts, best
tickling, value \$8.00,
all sizes for..... 5.98

Sanitary Long Hair Mattresses,
made in one or two parts, choice
of A. C. A. tickling
or fancy tickling,
value \$18.00, for..... 12.75

Combination Hair Top and Bottom
Mattresses, one or two
parts, with 6-inch
border, value \$6.00, for 3.75

A Complete Bed Outfit,
Value \$16.00, for \$12.50.

See what it comprises—one bed, brass rail and spindle, one good
all-iron spring, one all-hair mattress, made in one or
two parts, value \$18.00. Challenge Price..... 12.50

Lace Curtains and Bed Sets,
Portieres and Couch Covers.

Lace Curtains made to sell at \$1.75 a pair, copies of all the real lace
curtains, such as Renaissance and Arabian designs.
Challenge Price, pair..... 1.00

Scotch Lace Curtains; look like
hand-made laces; rich in effect
and correct copies of Brussels.
Antiques, Irish Points;
values \$2.98 and
\$3.50; Challenge Price,
pair..... 1.95

White Irish Point Lace Curtains—
our new fall importation; all
clean-cut, up-to-date styles and
patterns, at 4 special prices;
some for \$8.75 pair,
and others for \$6.75,
\$4.75 and..... 2.98

Fine Renaissance Lace Bed Sets,

Made of fine English Bobbinet, decorated with choice designs of Renais-
sance motifs. The bed spread has Renaissance centrepiece, with bol-
ster roll to match, finished with Renaissance insertion and edge, with
full bon femme valance.

4 Very Great Specials for This Sale.

All of the very choicest and all at Challenge Prices.

4.75, 6.75, 9.75 and 12.50.

Portieres and Couch Cover
Challenges.

AT 1.25 a pair, \$2.50 Porti-
ere Curtains, fringed top and
bottom.

AT 3.50 Armure Portieres,
extra heavy fringe,
lattice work effect,
worth \$5.50.

AT 1.75 Couch Covers, 56
inches wide, worth
\$3.00, fringed all
around, Oriental and Moorish
designs.

AT 4.98 a pair, Mercerized
Portieres, beautiful
assortment; worth
\$7.50 pair.

We Give Blue Trading Stamps with All Cash Purchases.

Rothenberg & Co.

New York's Fastest
Growing Store.

WEST 14TH ST.

Satisfaction Guaranteed or
Money Promptly Refund.

Visit Our Handsome Restaurant, Third Floor.

This Great November Sale Brings Opportunities to Buy

Lace Curtains and Portieres Amazingly Low.

Good proof of the great values in the great business we are doing. All past records are being eclipsed. Business is
booming right along, and we haven't mentioned this sale since Sunday.

Ruffled Muslin Curtains. 5.00 Oriental Portieres, 3.00 98c. per pair for RUFFLED
Three yards long, full ENGLISH BOBBINET
width, lace insertion and CURTAINS—Deep lace
face edge, strong and insertion and edge, full
durable, value \$1.25, at 79c. length and width: actual value \$2.00.

1.98 per pair for ENGLISH
LACE CURTAINS—
Renaissance, Cluny, Point-
Arabe, Irish Point, Tambour and Brussels
patterns, 3½ and 4 yards long, 54 and
60 inches wide; actual value \$3.75.

Irish Point Lace Curtains. Reversible Armure Portieres
Open work and deep Fifty inches wide, three
handed embroidered yards long, deep lattice
borders, finest Bobbinet fringed; sold regularly for
value \$6.00, at..... 3.98 \$3.98; special at..... 2.00

Astounding Rug News.

The Recent Purchase of an Entire Sample Line Brings Phenomenal Money Savings.

Best Quality All-Wool Second Quality All-Wool Third Quality All-Wool Smyrna Rugs
Smyrna Rugs (reversible), 7.6 Smyrna Rugs (reversible), 4 yds (reversible), 12 ft. long and 9 ft. wide (24 in-
10.6, value long and 3 ferent patterns), actual
\$22.50; sale 15.98 yds wide (21 value \$19.75; sale 12.98
price..... 16.75 patterns), price.....
9x12, val. \$32.50; sale price, \$22.50 actual value \$25; sale price \$16.75 30x60 inches, value \$2; sale price, \$1.39

Smith's \$55 Axminster Rugs, \$39.75 39.75 Smith's \$45 Wilton Rugs, \$27.50 27.50
15 feet long and 12 feet wide; latest, most beautiful patterns and colors; \$55 rug at 12 feet long and 9 feet wide, in rich Ori-
ental and Persian patterns; \$45 value at.

Carpets.

98c per yd. for \$1.25 and \$1.50 Smith's Axminster
Carpets, borders to match.
57½c per yd. for 65c. and 75c. All-Wool Tapestry
Brussels, parlor, sitting-room and stair patterns.
75c per yd. for All-Wool Velvets, in parlor, library,
sitting-room, hall and stair patterns; sold regularly
everywhere at \$1.10.
\$12 Japanese Matting at \$6.75.
Linen Warp Japanese Matting, in large car-
pet patterns, in red, green and blue; 40 yards to
the roll; value \$10; limit, 2 rolls to a customer,
at, per roll..... 6.75

Floor Oilcloth.

Heavy Floor Oilcloth, 1, 1½ and 2
yards wide, best patterns, will be of-
fered to-morrow at a price that may
clear the entire lot be-
fore noon—don't de-
lay. English enameled
surface. Value 35c. per
square yard; special at
Heavy Plain Scotch Lino-
leum, 4 yards wide; value
98c. per square yard. No mail orders. 19c 49c

Furniture Under Value.

Five-Piece Mahogany Parlor Suits, all hand-polished frames, covered in
silk damask or Verona velours, in all the latest colors
and designs, full spring edge and tufted backs; this
suit cannot be duplicated for less than \$50.00; spe-
cial at..... 35.00

50 Handsome Turkish Couches, exactly like illustration, guaranteed indestructible,
highly finished golden oak frame and heavy claw feet, covered in a choice selection of imported
velours, positively worth \$18.00. Sale price..... 11.50

\$18.00 Bed Outfit, \$11.50.
A Handsome Steel Enamelled
Bed, like illustration, extra heavy,
including a combination hair mat-
tress, in 1 or 2 parts, an all-steel
spring—no wood—and 2 feather pil-
lows; worth complete
\$18.00. Sale price, in
all sizes..... 11.50

50 Handsome Turkish Couches, exactly like illustration, guaranteed indestructible,
highly finished golden oak frame and heavy claw feet, covered in a choice selection of imported
velours, positively worth \$18.00. Sale price..... 11.50

Splendid Silverware Values To-Morrow.

Roger Tea Sets, 4 pieces, hand bur-
nished, with bead edge, every article
stamped with maker's name
and warranted quadruple
plate; value \$6.49 per set,
at..... 4.98

Bouquet Holder, Candlesticks, Bon-
bon Dishes, Children's Cups and
Napkin Rings, quadruple plate; value 49c. each; 25c
special at.....

Sterling Silver Napkin Rings at 29c, value 49c; at 49c,
value 69c; at 75c, value 98c.

Rogers "A1" set of 26 pieces, consisting of six knives,
6 forks, 6 tablespoons, 6 teaspoons, 1 butter
knife and 1 sugar shell; every article guar-
anteed to be plated on white metal; value
\$5.98 per set, at..... 3.98

Cracker Jars, Fruit Dishes, Cake Baskets, Bread
Trays and Butter Dishes, heavily plated on
white metal; value \$1.98; special..... 1.49

Sterling Silver Sugar Shells, Cream Ladies, Orange
Spoons, Sugar Tongs and Olive Spoons in
French gray and bright finish; value \$1.25; special at 98c

MEN'S WINTER

UNDERWEAR

CUT PRICES.

Lowest Priced Store in New York for Fine Goods.

Ehrich Bros.

6TH AVE., 22D and 23D STS., NEW YORK.

MEN'S DOLLAR

SHIRTS ON SALE

AT 50c.

Talk About
Your Overcoats

--Here Are 220 Coats Worth
\$15.00 Each; They're Yours at
A chance like this happens but seldom.

We picked up these coats at half their
value. Frieze Winter Coatings in Ox-
ford, Gray and Black, cut 50 inches long, made just like cut,
the very newest model, with full sweep, nobby and jaunty,
topped off with velvet collar, handsomely tailored, sizes
from 34 to 44 chest. They'll go very quickly at the price.

Very Special. About 200 Men's Suits
—taken off our \$10
counters and marked
down to..... 6.66

